

**THE IMPACT OF RACHEL VENNYA AS ENDORSER TO
PURCHASE INTENTION ON MD CLINIC AT
INSTAGRAM MEDIATED BY ATTITUDE
IN SURABAYA**



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INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2018

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MEDIATED BY ATTITUDE IN SURABAYA**

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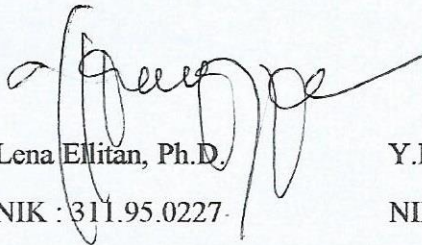
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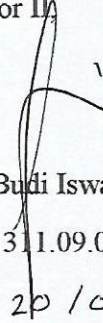


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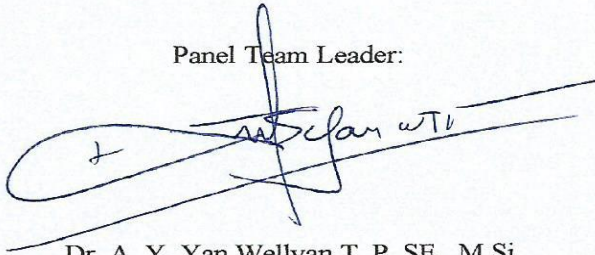
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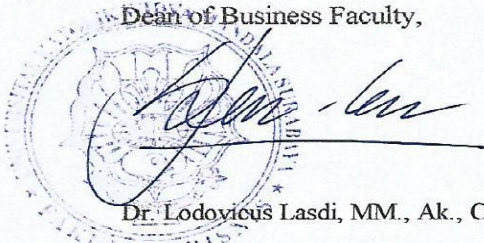
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FOREWORDS

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Surabaya, 2018

Researcher,

(Geraldus Renaldi Putra Hardanto)

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THE IMPACT OF RACHEL VENNYA AS ENDORSER TO PURCHASE INTENTION ON MD CLINIC AT INSTAGRAM MEDIATED BY ATTITUDE IN SURABAYA

ABSTRACT

Marketing and advertising become important things for the companies to promote their product. Fact that technology always improving and evolution, made many company need to follow the evolution in other to compete and survive in their industries. One part of technology is social media. Many online stores uses social media as their platform to sell and promote their product. The way the stores to promote to follow the evolution of adverting and marketing is by using endorser. Therefore, this study aims to analyze the impact of Rachel Vennya as endorser to purchase intention on MD Clinic at Instagran mediated by attitude that held in Surabaya.

This research is a quantitative research that has five hypotheses to be tested. The type of data used in the form of questionnaires. The sample used in this study is 150 respondents. The object of research is Instagram. Data analysis technique used is multiple linear regression.

The results of the research on Instagram showed that the endorser credibility had a significant positive effect on attitude, then expertise, attractiveness, trustworthiness had a significant positive effect on purchase intention, and attitude had significant positive effect on purchase intention.

Keywords : *Endorser Credibility, Attitude, Purchase Intention*

DAMPAK DARI RACHEL VENNYA SEBAGAI ENDORSER PADA NIAT PEMBELIAN DI MD CLINIC DI INSTAGRAM DI MEDIASI OLEH PERILAKU DI SURABAYA

ABSTRAK

Pemasaran dan periklanan menjadi hal penting bagi perusahaan untuk mempromosikan produk mereka. Fakta bahwa teknologi selalu meningkat dan berevolusi, membuat banyak perusahaan perlu mengikuti evolusi dengan maksud untuk bersaing dan bertahan dalam industri mereka. Salah satu bagian dari teknologi adalah media sosial. Banyak toko online menggunakan media sosial sebagai platform mereka untuk menjual dan mempromosikan produk mereka. Cara toko untuk mempromosikan mengikuti evolusi advertizing dan pemasaran adalah dengan menggunakan endorser. Oleh karena itu, penelitian ini bertujuan untuk menganalisis dampak Rachel Vennya sebagai endorser terhadap niat beli di MD Clinic di Instagram yang dimediasi oleh sikap yang diadakan di Surabaya.

Penelitian ini merupakan penelitian kuantitatif yang memiliki lima hipotesis yang akan diuji. Jenis data yang digunakan dalam bentuk kuesioner. Sampel yang digunakan dalam penelitian ini adalah 150 responden. Objek penelitiannya adalah Instagram. Teknik analisis data yang digunakan adalah regresi linier berganda.

Hasil penelitian di Instagram menunjukkan bahwa kredibilitas endorser memiliki pengaruh positif yang signifikan terhadap sikap, kemudian keahlian, daya tarik, kepercayaan memiliki pengaruh positif yang signifikan terhadap niat pembelian, dan sikap memiliki pengaruh positif yang signifikan terhadap niat membeli.

Kata Kunci: *Kredibilitas Endorser, Sikap, Niat Beli*